

Get Smart In Action: Old Challenges, New Challenges, Innovative Solutions

CDC's 2006 Conference on Antimicrobial Resistance Programs

CDC's Global Communications Center—Atlanta GA—May 3rd & 4th

Program Agenda

Tuesday, May 2

3:00-8:00pm Pre-Registration and Exhibit Set-Up

Wednesday, May 3

7:00-8:30am Registration, Exhibit Set-Up, and Refreshments

8:30-10:15am General Session I

Welcome and Conference Overview (8:30-8:45)

Pat Cook, Centers for Disease Control and Prevention

Get Smart: Know When Antibiotics Work 2005/2006 Updates (8:45-9:15)

A detailed overview for the Get Smart: Know When Antibiotic Work campaign and highlights of the CDC 12-Step Campaign to Prevent Antimicrobial Resistance in Healthcare Settings and Get Smart on the Farm will be presented. This session will include current campaign projects as well as new campaign directions. Attendees will learn about the development and implementation of CDC internal partnerships as well as inter-agency partnership accomplishments.

Cindy Friedman, MD, Centers for Disease Control and Prevention

New Drug Development (9:15-9:45)

This session will discuss the role of the Food and Drug Administration (FDA) in combating antibiotic resistance through promoting appropriate antibiotic use and encouraging new drug development. This discussion will give a clear picture of new drug development progress and attendees will learn how policy and education can work jointly.

John Powers, MD, Food and Drug Administration

Canada's Efforts in Promoting the Appropriate Use of Antimicrobials (9:45-10:15)

Winning strategies used by a successful international appropriate antibiotic use program will be presented. Focal points will include challenges and successes in Canada's approach. Participants will be given clear steps for using applicable portions of the presentation to implement at a local level.

Edith Blondell, MD, BC Children's Hospital

10:15-11:00am Break & Exhibit/Networking Time

11:00-12:30pm Breakout Sessions: Round I (Choose 1 of 3 sessions; sessions repeated in afternoon)

Coalition Building

Creating and maintaining a strong coalition is the foundation of effective appropriate use programs. Participants will learn the keys to utilizing a coalition for the purpose of sustainability. Participants will also learn the basics of forming a 501(c)(3) as well as garnering funding from private sources.

Gloria Halley, Butte County Office of Education
Mary Jo Knobloch, MPH, Wisconsin Antibiotic Resistance Network

Applying the 12-Step Campaign to Long-Term Care Facilities and MRSA in the Community

This session will highlight state-based activities in applying the CDC 12-Step Campaign to Prevent Antimicrobial Resistance in Healthcare Settings to long-term care facilities and methicillin-resistant *Staphylococcus aureus* (MRSA) in the community. Two experts from CDC will present updates on antimicrobial resistance in long-term care facilities and MRSA in the community, and three state-based project coordinators will present their experiences in addressing these issues.

Mary Eley, Michigan Antibiotic Resistance Reduction (MARR) Coalition
Steve Fleming, EdM, Massachusetts Department of Public Health
Suzanne Miro, MPH, CHES, New Jersey Department of Health and Senior Services
Rachel Gorwitz, MD, MPH, Centers for Disease Control and Prevention
Chesley Richards, MD, MPH, Centers for Disease Control and Prevention

Get Smart on the Farm

This session will highlight the activities of two CDC-funded states. Representatives from the dairy and beef industries will share why they partnered with public health and provide recommendations on how to approach the animal industry. A representative from Canada will share a summary of an animal industry-wide meeting that was held to discuss antimicrobial resistance and agriculture's role in disseminating this resistance.

Mike Engler, National Cattlemen's Beef Association
Kathy Reinbold, DVM, Tacoma-Pierce County Health Department
Kim Klotins, DVM, DVSc, Ontario Ministry of Agriculture Food and Rural Affairs
Nkuchia M'ikanatha, DrPH MPH, Pennsylvania Department of Health
Jay Gordon, Washington State Dairy Federation

12:30-1:30pm Lunch & Exhibit/Networking Time (lunch provided)

1:30-3:00pm Breakout Sessions: Round II (Choose 1 of 3 sessions; sessions repeated from morning)

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3:00-3:30pm Break & Exhibit/Networking Time

3:30-5:00pm General Session II

State Showcase

Representatives from five CDC-funded sites, nominated by the Get Smart: Know When Antibiotics Work campaign, will showcase their model programs. Attendees will learn from the successes and challenges of implementing these programs. A question and answer period will be held at the end. Conference attendees will cast ballots for their favorite "state showcase" program prior to the networking social. The program with the most votes will be presented with the *Award for Innovation* at the conclusion of the networking social.

Nominees: Judy Whorton, Marion County Health Department, and Charlotte Cowan, Hippocratic Press
Elizabeth Villamil, New York Department of Health
Michelle Wallis, North Carolina Department of Health, and Christine Williams, Wingate
School of Pharmacy
Jane Harper, Minnesota Department of Health
Elissa Maas & Becky Larson, California Medical Association Foundation

Moderator: Pat Cook, Centers for Disease Control and Prevention

5:00-6:30pm Networking Social, Award Presentation, & Exhibit Viewing

This is an excellent opportunity to meet other conference attendees and take time to view all the exhibits. The winner of the *Award for Innovation* will be announced at the conclusion of this event in addition to several winners of the Lab tour lottery. Hors d'oeuvres and refreshments will be served.

Thursday, May 4

7:30-8:30am Registration, Exhibit/Networking Time, and Refreshments

7:45-8:30am CDC Lab Tour I (Select attendees determined by lottery drawing during conference)

Those selected for the tour will be escorted through the CDC campus. After a short presentation participants will receive a rare, close look at a CDC laboratory in action. Attendees will be selected through a drawing and winners will be announced during General Sessions throughout the conference as well as at the networking social on Wednesday evening.

Facilitators: George Carlone and Bernie Beall, Centers for Disease Control and Prevention

8:30-10:00am General Session III

Be Smart - Get Smart and Indian Health Service (IHS) Working Together (8:30-9:00)

This session will cover the ongoing partnership between CDC's Get Smart campaign and the Indian Health Service (IHS). The IHS Community Health Representatives (CHR) program will be highlighted as a demonstration of this partnership. Attendees will learn how to best work with and reach American Indian/Alaska Native audiences in their regions.

Dione Harjo, MPH, Indian Health Service

Tammy Blevins-Purser, Indian Health Service, Community Health Representative

Becky Parker, Indian Health Service, Community Health Representative

Surveillance of Antimicrobial-Resistant Organisms (9:00-10:00)

This session will include a discussion of surveillance methods appropriate for estimating antimicrobial resistance. In addition, examples of methicillin-resistant *Staphylococcus aureus* (MRSA) surveillance methods and ways to translate data for prevention activities will be presented.

Matthew Moore, MD, MPH, Centers for Disease Control and Prevention

Melissa Morrison, MPH, Centers for Disease Control and Prevention

10:00-10:45am Break & Exhibit/Networking Time

10:45-12:00pm General Session IV

Pharmacy Initiative

This session will include presentations by three partners, all collaborating with the Get Smart campaign to create and implement noteworthy projects. Mary Eley, Executive Director of the Michigan Antibiotic Resistance Reduction (MARR) Coalition, will share information about the statewide Antibiotic Roundup in Michigan that ran from January 25th until April 25th. Steve Ebert will give us some details about the development of a web-based continuing education course on antimicrobial resistance for hospital pharmacists, led by his organization, the Society of Infectious Disease Pharmacists. Jeff Bekos will talk to us about the services provided to the Get Smart campaign by Catalina Health Services for antibiotic adherence education.

Jeff Bekos, Catalina Health Resource

Mary Eley, Michigan Antibiotic Resistance Reduction (MARR) Coalition

Steve Ebert, PharmD, Society of Infectious Disease Pharmacists

Note: The conference will conclude at the end of General Session IV. Please remain in the Global Communications Center if you won a tour of the CDC lab or would like to view the exhibits one last time. If you registered online for Evaluation Workshop I or II, lunch will be provided at your session.

12:00-12:45pm CDC Lab Tour II (Select attendees determined by lottery drawing during conference)

Those selected for the tour will be escorted through the CDC campus. After a short presentation participants will receive a rare, close look at a CDC laboratory in action. Attendees will be selected through a drawing and winners will be announced during General Sessions throughout the conference as well as at the networking social on Wednesday evening.

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1:00-5:00pm Evaluation Workshops I & II

(Lunch provided for registered participants; choose one session)

Evaluation I

Why is evaluation important? How can I incorporate evaluation into my program? What is a logic model? If you have ever asked those questions, this is the session for you! This session will provide an overview of the 6 steps of CDC's evaluation framework: engage stakeholders, describe the program, focus the evaluation, gather credible evidence, justify conclusions and ensure use of evaluation findings, and share lessons learned. Components of the logic model will be described: inputs, activities, outputs, and outcomes. A logic model for an appropriate antibiotic use activity will be drafted and participants will learn how to use the logic model to engage stakeholders and focus their evaluation.

Jennifer Weisman, MPH, Business Computer Applications, Inc., Steps to a HealthierUS, CDC

--or--

Evaluation II

I have a logic model and know who my stakeholders are, now what? How do I decide what are my best evaluation questions and data sources? How can I ensure my evaluation meets the demands and expectations of CDC and other key stakeholders? If you are now asking these types of questions, then this is the session for you! After a quick review of CDC's evaluation framework, we'll move right into how to choose an evaluation focus, the criteria for selecting the best focus, and the main types of evaluation questions. We'll show how different evaluation needs can lead to different evaluation focuses, using CDC's expectations for evaluation as a case example. Determining evaluation indicators and gathering credible evidence will also be covered in this session. We'll leave lots of time for discussion of challenges and barriers encountered in doing evaluation.

Tom Chapel, MA, MBA, Centers for Disease Control and Prevention

Thank you for attending our conference; we hope you found it to be a valuable experience. Please turn in your conference evaluation and name badges before you leave.